



## PUBLICIS GROUPE

### PRESS RELEASE

#### **PUBLICIS GROUPE ANNOUNCES ACQUISITION AGREEMENT OF UNILEVER C.R.M. PROGRAM “POUR TOUT VOUS DIRE”**

Paris, September 1<sup>st</sup> 2009 - - Publicis Groupe announced today that it has signed an agreement to acquire the Unilever subsidiary in charge of the customer relationship management program *Pour Tout Vous Dire*. Publicis will emerge from this acquisition with one of the four leading multi-brand CRM platforms in the consumer goods business in France.

Created in 1997 in the style of a consumer magazine, *Pour Tout Vous Dire* was enriched with a website [www.pourtoutvousdire.com](http://www.pourtoutvousdire.com) in 2001 to establish and sustain personalized relationships with consumers. Initially designed to add value to 30 Unilever brands spanning beauty, hygiene, food products and services, the program currently covers more than 5 million households, including 2 million customers on an online basis.

Its website [www.pourtoutvousdire.com](http://www.pourtoutvousdire.com) has been ranked among the six websites for women with the most visitors (*source: Nielsen Net Ratings*). The aim of Publicis Groupe is to turn it into the website of choice for women who want to interact with the brands they use.

This acquisition is part of Publicis' digital strategy. The goal here is to build a benchmark e-CRM platform for the Group's clients that showcases brands and fosters interaction with consumers. *Pour Tout Vous Dire* will operate on an open architecture basis so that it can accommodate any and all consumer retail brands and fast moving consumer goods.

Major household brand names will be able to leverage the platform to engage consumers in one-on-one communication — highlighting their latest innovations, demonstrating their value, rewarding loyal customers, and ensuring easy access to their products.

In conjunction with the transaction, Unilever has signed a five-year service agreement with Publicis Groupe to keep its brands in the program and thereby boost the incremental revenue it generates.

Publicis Groupe has appointed Nicolas Zunz to chair the new entity. His role will be to expand the program well beyond its previous scope and quickly establish its credentials as the top multi-brand CRM platform in the business. Muriel Hayat, a former CRM Manager at Unilever, is named CEO.

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#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media agency, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 43,000 professionals. Publicis Groupe offers local and international clients a complete range of advertising services through three global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi, and



two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. Publicis Groupe's Specialized Agencies and Marketing Services offer healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

**Web site:** [www.publicisgroupe.com](http://www.publicisgroupe.com)

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